

Sales Wrap-Up

A cracker of a month. Here's everyone who brought the energy, hustle and heart.

"I am SO proud of this team. May was a cracker of a month and the energy, hustle and heart you've all brought is genuinely something special. Let's celebrate what we achieved together."

— KRISTY

★ May standouts



NEW WINS KING

Kobi Reiher

You absolute weapon — that's the standard right there.

10

NEW WINS · \$2,950



UPSELL SUPERSTAR

Steve Richardson

\$5,050 in MR increases — consistently impressive.



RETENTION CHAMPION

Rhys Trollope

99.28% retention. Trust and care, no accident.



CLOSED / WON OPPS MACHINE

Tyronne Reiher

30 closed/won + 24 set-up fees. Unstoppable.



ACCOUNT ASSOCIATE MVP

Justine Candado

14 assists worth \$4,886. The unsung hero.

★ Biggest win spotlight



PLATINUM DECKS LANDED

Kylie Arena

A beautiful slow-burn lead that came to life, with a brilliant assist from **Michael Hargreaves**. Localvis Essential + 2k Google Ads. This is exactly what teamwork looks like.

\$2,247

DEAL VALUE

🎉 Bonus & incentive earners

43%

19 of you banked a bonus or incentive in May. That is incredible — if your name's not here yet, June is your shot. 🍊

NEW

New Client Wins

Anthony Holmes

Attila Szoboszlai

Daani Limann

Kai Hargraves

Kevin Chilvers

Kobi Reiher

Kylie Arena

Margaret Briggs

Marilyn White

Michelle Weick

Scott Wilson

Tyronne Reiher

William Stoten



MR Increase

Kailah Smith

Melissa Galletly

Penny Keogh

Steven Richardson



Website Incentive

Attila Szoboszlai

Cordelia Watson

Kai Hargraves

Kailah Smith

Kevin Chilvers

Lachlan Munnings

Michelle Weick

Tyronne Reiher



Two deadlines you can't ignore



Phuket Incentive

Picture yourself on that beach, then go make it happen. You've got June and July to lock your spot. Don't look back in August wishing you'd pushed harder.

 Closes 31 July



FY Conference Awards

The recognition you've built all year comes down to this last push. Leave nothing on the table — these awards matter, and so does your name on them.

 Closes 30 June

 **LIVE NOW** **Website Bounty** — ongoing, with money on the table right now. Haven't picked one up yet? Get after it.

Make the calls. Have the conversations.
Back your customers. Back each other.

June is everything — let's close it out like champions. Then we go again in July with Phuket in our sights.

Marketing Wrap-Up

What we shipped, what's working, and what's coming next.

"May was marketing's strongest month — leads up 40% on April, cost per lead down to \$40, and nine reps closed paid-social deals worth \$2,436 in new MRR. The system is delivering. The next conversation is how we work the volume sales now has in front of them."

— KATIE / MARKETING



May at a glance

LEADS DELIVERED

497

▲ +40% on April

COST PER LEAD

\$40

▼ down 17% on April

MARKETS LIVE

6

QLD, NSW, VIC,
ACT, TAS, NT

NEW MRR CLOSED

\$2,436

across 9 deals, 8 reps



What we shipped



CAMPAIGNS LIVE

6 markets on Meta paid social

QLD, NSW, VIC, ACT, TAS, NT — prospecting, retargeting and lookalike running in parallel.

\$20.2k

SPEND

497

LEADS

\$40.68

PER LEAD



CREATIVE PRODUCED

2 new videos

Website Rescue + Tradies "Be Found on Google", on top of the library in rotation.



WEB & PRODUCT

B2B site is live

business.localsearch.com.au — our new front door for prospect traffic.



What's working

LEADS BY TOP MARKET

Brisbane	59
Canberra	40
Sydney	31
Melbourne	25
Gold Coast	21
Newcastle	17

433 leads delivered to reps across 45+ markets. Top 6 = 45% of delivery.

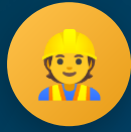
PAID-SOCIAL DEALS CLOSED

Ty 2 deals	\$538
Simao	\$500
Attila	\$303
Penny	\$299
Will Stoten	\$199
Daniel C	\$199
Daani	\$199
Marilyn	\$199

9 deals, \$2,436 in new MRR — paid-social leads turned into real revenue.



Who's responding to our ads



HEADLINE INSIGHT

1 in 7 leads is a tradie

Trades & Construction made up 15% of all paid-social leads in May — tied with Retail for the largest single industry category.

22

INDUSTRIES
DELIVERED LEADS

Retail15%

Home & Garden8%

Health & Medical7%

Trades & Construction15%

Creative & Media7%

Beauty & Personal Care7%

Plus 15+ more industries making up the other 41%. The lead mix isn't concentrated in any niche — paid social is pulling a representative slice of the local SMB market.



What's not working — and the fix

▼ THE ISSUE

Tasmania's still soft — 11 leads at \$87 per lead despite \$955 spent. Hobart hasn't converted across two months of testing.

✓ WHAT WE'RE DOING

Launceston launches in June as a new market — broadening the TAS attack instead of flogging Hobart.

▼ THE ISSUE

Interest-based ad sets underperformed across several markets — minimal leads at high cost.

✓ WHAT WE'RE DOING

Paused or reworked into the June flight. Spend reallocated to the lookalike and listings campaigns that did the heavy lifting.



What's coming in June

Weeks 1-2

 **Launceston launches**
A new target market, broadening the Tasmania attack beyond Hobart.

 **QLD doubling-down**
Replicating the May formula at increased scale.

Weeks 3-4

 **Optimised June flight**
Interest-based sets reworked, spend reallocated to the top-performing campaign types.

 **Heads-up for sales**
Fresh creative and the May formula landing in your markets.

 **SHOUTOUT** **Steve Down** — the Website Rescue creative that shipped in May came straight from his idea. Top stuff.

Questions, wins to share,
or something we should be doing?
Hit me up — Katie / Marketing 

LOCALSEARCH · MARKETING WRAP-UP · MAY 2026 · PAGE 2